

Investing in Health in Kitsap County

People in Kitsap County are smoking less, eating better, losing weight and getting more exercise, all due to an investment of federal funds that kick started a healthy communities movement. Federal Tobacco Prevention and Community Transformation grants to the Kitsap Public Health District now represent just a fraction of the resources generated by their partners.

The goal: to make healthy choices the easiest choices in settings throughout Kitsap County, including worksites, recreational facilities, schools and healthcare.

HERE'S HOW CONGRESS' INVESTMENT IS PAYING OFF FOR KITSAP'S 250,000 RESIDENTS.

Over 500 households are now living in smoke-free housing

as a result of the No Smoking policy enacted through a partnership between Kitsap Public Health and the Bremerton Housing Authority. Residents who want to quit smoking are being referred to Kitsap Public Health for smoking cessation services.

Harrison Medical Center is color-coding beverages offered in the cafeteria, and rearranging shelves to make healthy drinks more convenient.

Drinks on the "Red" shelf are high in sugar and harder to reach, while drinks on the "Green" shelf have zero sugar and are most convenient to reach. Within a month, "Red" drink consumption dropped by 14% and "Green" drink consumption increased by 14%.

Before moving to color coding, Harrison Medical Center

wellness program manager Melissa Reeves researched and taste tested beverages that have zero sugar and 5 or less ingredients. She identified two brands of flavored waters that have proven so popular that they can't keep them in stock.

Kitsap Public Health held a four-week challenge in which 65% of the workforce participated. Staff successfully cut their recreational time on computers. They ate more fruits and vegetables, and 91% indicated they were likely to continue meeting the challenge in the future.

The Suquamish Tribe Community Health Program

promotes 5210 by creating a tribal inspired 5210 logo and messages while also working to create more opportunities for healthy choices. "Water Wednesdays" provides fruit infused water at various locations that are frequented by both tribal and community members.

In December 2012, Kitsap Public Health Board adopted

a resolution encouraging childcare providers caring for over 4000 children in Kitsap to participate in the "Ready, Set, Go! 5210 Kitsap" initiative.

Influenced by the success of the health district challenge:

Harrison Medical Center has adopted the 5210 initiative

for their Fresh Start program, and reached over 2,500 employees through wellness campaigns and challenges.

The Bremerton Housing Authority

jumped on the healthy choices bandwagon. In addition to educating their employees about health, they are encouraging them to walk – not drive – between their two offices, and plan to extend the initiative in the coming year to over 2,000 low-income households who are participating in affordable housing programs.

Kitsap Transit has also picked up the campaign.

Campaign signs are now visible throughout the county on 34 Kitsap Transit buses.

The nexus of change is the

Ready, Set Go! 5210 Kitsap initiative.

The campaign challenges people to:

The Kitsap Public Health District backs this message with resources that are used by clinics, worksites, schools, and community organizations to increase healthy food and beverage choices, encourage walking and biking, and decrease leisure time on computers, video games and TV.

Be healthy every day and strive for:

5

or more **fruits and vegetables**

2

hours or less **recreational screen time**

1

hour or more of **physical activity**

0

sugary drinks, more water & low fat milk

"The real value of our Community Transformation Grant **was the financial support it provided to build community partnerships.** If we're serious about producing real health improvements, we need these long-term partnerships to make it happen. They enable us to accomplish so much more than we can on our own."

Scott Daniels | *Kitsap Public Health District*

"Thanks for running the challenge! 20 percent done. . . and I have lost five pounds so far."

Employee | *Harrison Medical Center*

"We got the 5210 materials and ran with it. Our downtown location is an easy walk to restaurants and the county campus. Now I tell staff, don't drive to meetings – grab an umbrella (or sunglasses!) and walk."

Kurt Wiest | *Bremerton Housing Authority*

"I just want you to know that I love the new color coding of drink selections. I've been trying to cut back on diet soda, and this program has helped me make healthier choices at work... and at home. I was drinking 1-3 diet sodas a day, now I'm drinking water instead, or choosing a healthier option (and now I can tell what a healthy option is).

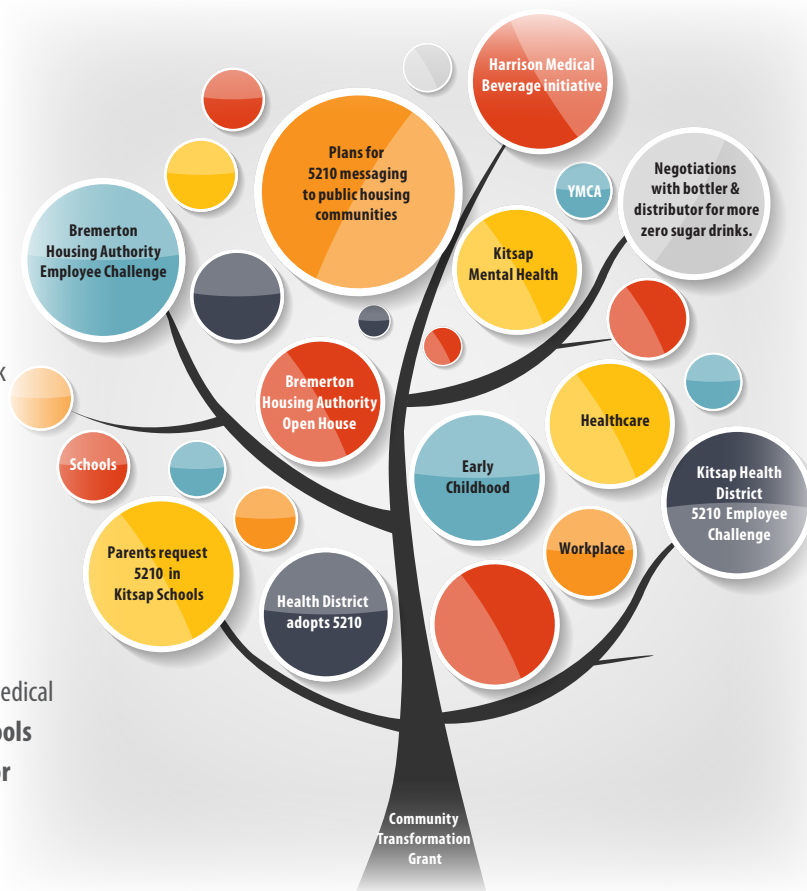
Employee | *Harrison Medical Center*

"We supply the materials and tools, but partners like Harrison Medical Center, Kitsap Credit Union, the Suquamish Tribe all take the tools and contribute their own resources to make it happen for their employees and customers."

Yolanda Fong | *Kitsap Public Health District*

Success can already be measured

in pounds lost, but perhaps more remarkable is how the initiative has gone viral in Kitsap County: from parents to schools to Health District and beyond. It illustrates how healthy choices can be contagious.



Ready, Set, Go! 5210 | Kitsap County, Washington | www.5210kitsap.com.

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